



Surbhi Singh

E-Mail: x26surbhis@iima.ac.in Mobile: +91 9923093244 LinkedIn: www.linkedin.com/in/surbhisingh44

Summary

Impact-driven professional with 4 years at Reliance Industries, progressing from Executive Assistant to the President to managing a 100+ product portfolio through vendor strategy, cost optimization, and regulatory and stakeholder management across India, the US, and Europe. Led 25+ business development projects, delivered 10% cost savings across 40+ global vendors, and ran pan-India trials converting innovation into commercial outcomes. Published author and entrepreneur.

Professional Experience

Senior Manager-Additives & Regulatory | Reliance Industries Limited | Vadodara

- **Spearheaded 25+ product development and market expansion projects**, converting R&D insights into commercial revenue across Automotive, Agriculture, Packaging, Healthcare & Consumer durables.
- **Achieved 10% raw material cost reduction** through rigorous vendor benchmarking across **40+ global suppliers**, improving portfolio competitiveness while protecting margins.
- **Doubled annual sales (2x)** for a leading battery manufacturer by identifying and implementing material changes that increased their production speed and output, thus securing a high-value repeat account.
- Closed B2B business across **50+ customer trials** by partnering with pan-India sales teams to pitch new and existing product grades directly to customers.
- Pioneered **Reliance's first recycled product line**, contributing to the launch of 4 recycled grades, directly advancing the **sustainability agenda of a ₹2L Cr+ business** in response to evolving regulatory pressure.
- Closed B2B business across **50+ customer trials** by partnering with pan-India sales teams to pitch new and existing product grades directly to customers.
- **Introduced two new packaging material technologies** to cut production cycle time by 15% for rigid packaging clients & enhancing shelf life for food and pharma customers.
- **Expanded Reliance's packaging portfolio** by developing a new product grade enabling blow molding of larger containers, creating an incremental revenue stream.
- **Developed a new product grade**, boosting OEM customers' production by 10-15% and **unlocking 3KT demand**.
- **Built long-term B2B customer relationships** by serving as the **primary technical contact** during product trials, complaints, and quality reviews, driving repeat business and account growth.
- **Owned end-to-end compliance documentation for 100+ product grades across three polymer categories, enabling seamless customer operations across pan-India markets.**
- **Cut compliance certificate turnaround from 2–3 days to instant** by digitising the issuance process to significantly improve customer experience & operational efficiency.
- **Designed and ran an annual third-party quality validation system** for the portfolio, thus ensuring consistent product integrity and regulatory readiness at scale.
- **Updated 40+ regulatory certificates** annually against evolving global standards across Europe, the USA, and India, mitigating compliance risk for customer accounts.
- **Redesigned and led the Graduate Engineer Trainee program for 100+ new hires** across 2 years, integrating case studies, field visits, and structured placements across sales and technical teams.

Executive Assistant to the President, Polymer Chain | Reliance Industries Limited | Navi Mumbai

- **Built a KPI dashboard consolidating inputs from 20 stakeholders** across 3 product divisions, 13 regional offices, and 4 functional teams, improving leadership visibility and enabling faster decisions
- **Synthesized weekly commercial data across 20+ industry sectors** into actionable market intelligence, informing pricing, portfolio positioning, and business strategy.
- **De-risked 100+ B2B customer accounts** by spearheading a **compliance awareness** initiative for customers and field sales staff during a period of high regulatory uncertainty
- **Organised a 2-day national leadership conference for 30+ regional managers**, managing full logistics, agenda design, and onsite coordination end-to-end.

Education

B.Tech (Polymer Engineering) – *Maharashtra Institute of Technology | Pune*

Accomplishments and Awards

- Awarded the departmental Gold medal for topping the BE Polymer Engineering examination, Savitribai Phule Pune University, 2019.
- Secured first rank in the TE Polymer Engineering examination, Savitribai Phule Pune University, 2018.
- Authored and published -"Spilled Ideas," a collection of poetry.
- Paresh Darshal Memorial Award: Highest marks in Polymer Chemistry I, Polymer Chemistry II, and Polymer Materials combined, Third Year.
- Joint General Secretary, MIT Pune

License & Certifications

- Pre-MBA Statistics(IIM Ahmedabad)
- Excel skills for business: Advanced (IIM Ahmedabad)

Co/Extra-curricular

- Published a poetry book -Spilled ideas- “A collection of poems”
- Running a painting business via website & social media, selling customised paintings to clients.